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■ Exclusive interview with HBO's Fuchs and Collins

CableVision

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LARRY BARNS

Collins (left) and Fuchs: An exclusive interview with HBO's new management team. See story, page 36.

Special feature.....36

HBO executives Michael Fuchs and Joseph Collins have taken a hard look at the premium service and now have some answers to some of the questions that have been circulating since parent company Time Inc. announced it was replac-

ing Frank Biondi at the helm.

In their first encounter with the press since the management changes, Fuchs and Collins reinforce the company's increased emphasis on affiliate relations solving marketing problems it faces.

Santa Cruz says 'no'

The city of Santa Cruz has refused to renew Group W's franchise, now due to expire in 1986. The move reaffirms an earlier decision last summer to issue a new RFP following a breakdown in franchise negotiations.

CMC turns off

Cable Music Channel is no more; Turner Broadcasting turned its video clip venture off Nov. 30 and sold some of its assets to MTV Networks Inc. for \$1.5 million.

CBS is back

CBS re-entered the cable programming scene last week by wrapping up agreements in principle with Cablevision Systems Corp. and The Washington Post Co. for equity shares in Rainbow Programming Services and SportsChannel. Asking price: \$57 million.

Baltimore near contract

United Cable Television Corp. officials and city representatives come to agreement on a final contract award for the Baltimore cable system, eight months after the Denver-based MSO turned in the only bid to wire that city's 302,000 homes.

Leading the week 11-20

TBS dams losses

Turner Broadcasting's sale of Cable Music Channel's assets could turn expected losses in the fourth quarter of 1984 and the first quarter of 1985 into break-even periods for the Atlanta-based communications company.

MMDS lottery

The FCC has finally agreed to a lottery system to process about 16,000 multi-channel multipoint distribution service applications at the Commission. First spin of the drum, which could set off a significant challenge to cable operators, may come as early as 90 days.

COST is cooking

Coalition Opposing Signal Theft (COST), an ad hoc committee formed to serve as a platform for the exchange of information and ideas concerning cable theft of service, met for the first time last week and outlined its goals.

New business net

A former Financial News Network executive is putting together his own business-oriented basic cable programming

service and has set an early March launch date for the operation. The service, which will be called International Business Network, is the brainchild of Daniel Sobol, who has financial backing from Rainbow International Corp.



Southern California welcomes attendees to the 1984 Western Show in Anaheim this week. See story, page 25.

CableVision

About the cover

On the cover is a paper sculpture by Boulder artist Chris Butler.

At the time our cover went to press, the latest Arbitron report was 35,515,000 cable households. Arbitron's November number is even higher at 35,717,000. The Nielsen service posted a total of 36,105,500 cable houses as of July 1984. Their next update will be announced in the second week of December. International Communications Research, as of late October, totaled 32,021,035, based on a telephone survey of 5,861 cable systems.

The disparity between Nielsen and Arbitron on the high end and ICR on the lower can be attributed to methodology. Where ICR obtains sub counts from operators, the others use extrapolations based on samples on the total TV household universe. Arbitron's estimate is derived from answers of 400,000 persons responding to questionnaires.

Depending on the demand, this Dec. 10 cover may be made available as a poster. Persons interested in obtaining a copy, please write *CableVision* Cover, 600 Grant St., Ste. 600, Denver, Colo. 80218.

Sections

Programming 55

Pay-per-view programming has many operators in California excited about its potential and making plans to include it in their future offerings.



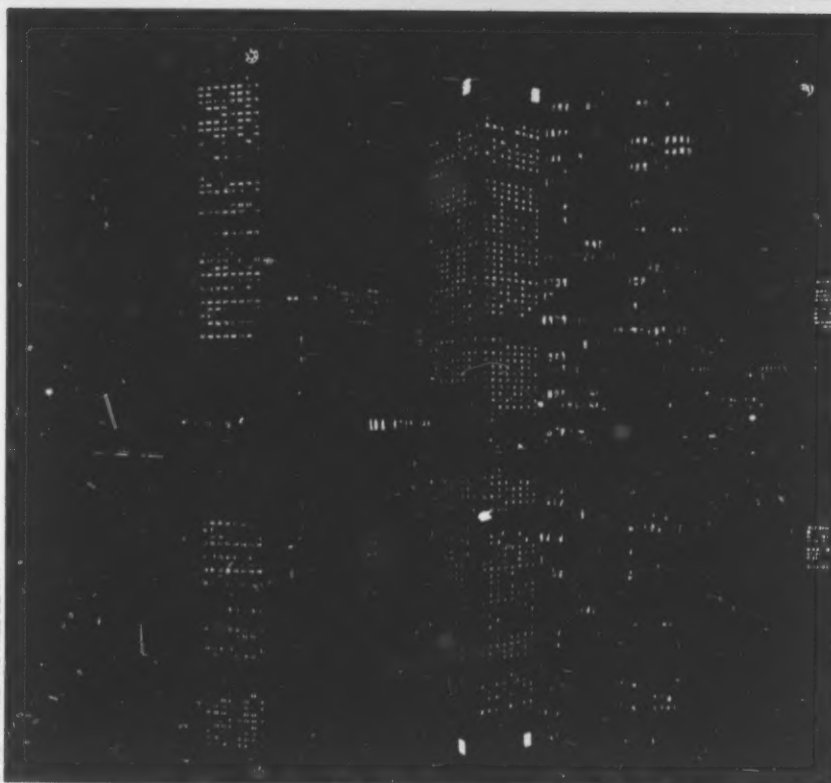
COURTESY OF SAN DIEGO PADRES

Pay-per-view sporting events packages are being experimented with at Cox Cable San Diego. See story, page 55.

Also, several new programmers will be offering their product to operators at the Western Show this week, including Discovery International, Santa Fe Communications, Pacific Cable Network and Movietime.

Marketing/Advertising 64

Making a go of it in Los Angeles has proved difficult for cablers. L.A. Bureau Chief Eric Taub explores how several systems are getting the better of customer service headaches and pay and basic penetration pains, employing various tactics that are anything but laid-back.



STOCK IMAGERY/JAMES BLANK

Cable systems must get together if they are to get a slice of the L.A. ad pie. See story, page 78.

Also, the advertising dollars are there, but the many cable systems in the heavily fragmented Los Angeles market must put long-standing differences aside and opt for a unified approach if they are to share in the loot. Associate Editor Cecilia Capuzzi takes a look at the ways in which area cable systems are rising to this new challenge.

Business & Finance 114

California cable brokers are barraged with requests from people looking to buy cable systems in that state. The regulatory environment, theft-of-service laws and state cable association are the major attractions, Associate Editor Sally Russell reports.

Also, *CableVision* takes a close look at the franchising process in Sacramento, Calif., and comes up with some sober conclusions for cable companies planning to draft proposals in other markets.

Management 126

NCTA Chairman Ed Allen's California cable company boasts an incredible 80 percent basic penetration level and an enviable employee turnover rate—all this, with little or no promotion or window-dressing. How does Western Com-

munications do it? L.A. Bureau Chief Eric Taub provides some answers.

New Ventures 131

With the recent launches of Times Mirror Videotex Service's Gateway Service and Group W Cable's Request Teletext service, California seems to be fertile ground for videotex and teletext. Associate Editor Sally Russell looks at some of the factors that are luring operators into the business.

Government & Law 134

CCTA Counsel Michael Morris outlines two sections of the new Cable Communications Policy Act of 1984: Section 631 dealing with subscriber privacy and the provisions in the Act regarding leased access.

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CABLE STATS

Film product comparison—December

Film	Pay Networks			Distributor	Film	Pay Networks			Distributor
Airplane II: The Sequel	(HBO)	(ST)	TMC	Paramount	George Washington Slept Here		ST		MGM/UA
Alice's Adventures In Wonderland			TMC (HTN)	Mutter Media	Gift of Love			MAX	TLF
All the President's Men		ST*	TMC	(MAX) Warner Bros.	Glitter Dome	HBO*	ST*		Telepictures
Amityville: The Demon	HBO			DDL	Going Berserk	(HBO)			Universal
Amityville II: The Possession				MAX* DDL	Goin' Coconuts	HBO			TLF
Angel of H.E.A.T.		(ST)		MAX High Wire	Gold Is Where You Find It		ST		MGM/UA
Animal House	(HBO)		TMC*	(MAX) Universal	Gorky Park			MAX	Orion
Anne of the Indies			TMC	(MAX) 20th Century-Fox	Great Adventure			MAX	Simcom
Annie	HBO*			(MAX) Columbia	Gregory's Girl		ST*	MAX	S. Goldwyn
Around the World in 80 Days		ST	(HTN)	(MAX) Warner Bros.	Grey Fox, The	HBO*			The Movie Store
Bad Boys	(HBO)			MAX	Guardian, The				R. Cooper
Bad News Bears			TMC	Paramount	Hammett				Warner Bros.
Barry Lyndon			TMC	Warner Bros.	Hans Christian Andersen		ST*	TMC	S. Goldwyn
Beastmaster		ST	TMC (HTN)	(MAX) MGM/UA	Heartaches	(HBO)	ST*	(TMC) (HTN)	The Movie Store
Best Friends		(ST)	TMC*	(MAX) Warner Bros.	Heart Like A Wheel	HBO*			20th Century-Fox
Best of Everything	HBO			MAX 20th Century-Fox	Hickey and Boggs				MGM/UA
Best Years of Our Lives		ST		S. Goldwyn	High Road to China	HBO		(HTN) (MAX)	Galaxy
Between Friends	HBO			MAX Columbia	History of the World Part I			TMC	20th Century-Fox
Beulah Land				MAX New World	Holly and the Ivy, The		ST		Viacom
Big Bad Mama				(MAX) Columbia	Honey			MAX*	Rivercourse
Big Chill, The	HBO*			MAX* Landsburg	Hound of the Baskervilles			(TMC)	MAX*
Bili				MAX S. Goldwyn	Huckleberry Finn	(ST)		TMC	Holmes Pictures
Bishop's Wife			TMC	MAX Tri Star	Humongous	(ST)			MAX*
Bluebeard		ST		Warner Bros.	Hustler, The			(HTN) (MAX)	MAX*
Blue Skies Again	HBO*		(TMC)	(MAX) Columbia	Ice Castles				20th Century-Fox
Blue Thunder	HBO			(MAX) Atlantic	Incubus		ST		Columbia
Boarding School		(ST)	TMC	(MAX) CineAmerica	Island, The			TMC	Film Ventures
Brainwaves			TMC	(MAX) Orion	It Happened One Christmas				Universal
Breathless	HBO*			(MAX) Viacom	Jesse James			TMC	MAX*
Brickstone				Columbia	Journey to the Center of the Earth			(TMC)	MAX*
County Prison			TMC	HTN*	King of Comedy	HBO		(HTN) (MAX)	20th Century-Fox
Caine Mutiny	HBO			(TMC)	Kiss Me Goodbye	HBO	ST	TMC	HTN*
Carousel				(TMC)	Last Embrace			(TMC)	MAX*
Charley's Aunt				HTN	Last Tycoon			(TMC)	MAX*
Cheech and Chong's Next Movie		ST	(TMC)	Universal	La Traviata			TMC	HTN
Cheech and Chong Still Smokin'		ST	(TMC)	Paramount	Lenny			TMC	(MAX)
C.H.O.M.P.S.				MAX Orion	Let's Do It			TMC	Best Film
Christmas Lilies of the Field		ST		Viacom	Let's Spend the Night Together		(ST)	TMC	(HTN) MAX
Circle of Iron	HBO			Film Fin.	Life of Her Own		ST		Embassy
Class	HBO*	(ST)	(TMC)	Orion	Light at the Edge of the World			TMC	
Class Reunion				(MAX) ABC Video	Local Hero		ST		TMC
Confessions from a Holiday Camp		ST		Columbia	Lonely Lady, The	(HBO)	(ST)	TMC	(HTN) MAX
Cops and Other Lovers			(TMC)	MAX Cinema Signal	Lone Wolf McQuade				(MAX)
Courage of Black Beauty		ST		Alan Enterprises	Lunch Wagon		ST		TMC
Crisis		ST		MGM/UA	Manny's Orphans		ST	(TMC)	
Cross Creek	HBO		(HTN)	(MAX) ADF/EMI	Man With Two Brains		ST		TMC
Damnation Alley			TMC*	20th Century-Fox	Man Who Loved Women	HBO			MAX
Day the Earth Stood Still, The				(MAX) Polygram	Man Who Wasn't There		ST	(TMC)	
Deadly Blessing	(HBO)			(MAX) Orion	Man, Woman and Child		ST	(TMC)	
Defiance	HBO			(MAX) 20th Century-Fox	Marilyn				MAX
Diplomatic Courier			(HTN)	MAX	"Master Harold" ... and the Boys		ST		ST
Draw!	HBO			MAX	Melanie	HBO*		(TMC)	Simcom
Earthling, The			TMC	(MAX) Orion	Merry Christmas, Mr. Lawrence			TMC	
Easy Money	HBO*			(MAX) Orion	Misty	(HBO)			HTN
Easy to Love		ST*		MGM/UA	Monster's Christmas		ST		HTN
Eddie and the Cruisers	(HBO)	ST	(TMC)	(HTN)	Embassy				
Elephant Called Slowly, An	(HBO)			TMC	Monty Python's The Meaning of Life		ST*	(TMC)	
Escape Artist, The		ST		TMC	Mortuary	(HBO)			TMC
Escape from New York				MAX*	Mountain Men				MAX
Escape 2000		ST		Embassy	Mr. Mom	HBO*	(ST)	(TMC)	(HTN) (MAX)
Evil, The		ST		Viacom	My Bodyguard		(ST)	TMC	
Experience Preferred But Not Essential				(MAX) Goldcrest	My Tutor	HBO*	(ST)	(TMC)	(MAX)
Family Upside Down			TMC	(MAX) Columbia	Nate and Hayes		ST		Universal
Fifth Floor		ST		HTN	National Lampoon's Movie Madness			TMC	
First Blood	HBO*			(ST) TMC*	Never Say Never Again	HBO*	(ST)	(TMC)	(HTN) (MAX)
Flashdance		(ST)	TMC*	(MAX) Viacom	Night In Heaven	(HBO)	ST*		(TMC)
Forbidden World			TMC	MAX	North to Alaska			(TMC)	(HTN) (MAX)
Forced Vengeance			TMC	MGM/UA	Octopus	HBO*	(ST)	(TMC)	(HTN) (MAX)
48 Hours		(ST)	TMC	Paramount	O'Hara's Wife		(ST)	TMC	(HTN) (MAX)
Frightmare				HTN*	Oklahoma!	(HBO)	(ST)		HTN*
From Here to Eternity				(MAX) Columbia	Oliver!				MAX
Funny Lady			(TMC)	HTN	One Flew Over the Cuckoo's Nest		(ST)		MAX*
Gandhi	(HBO)	(ST)	(TMC)	(HTN) MAX*	One From the Heart		ST*	(TMC)	
Gates of Hell		ST		Embassy	Onion Field				MAX
				Blum	On The Town		ST		MGM/UA

CABLE STATS

Film	Pay Networks	Distributor
Other Side of Midnight (HBO)	ST*	20th Century-Fox
Outsiders, The (HBO)	ST* (TMC) (HTN)	Warner Bros.
Passionate Friends		Janus
Penitentiary	TMC	MGM/UA
Personals, The	TMC	Viacom
Piaf, The		
Early Years	HTN	20th Century-Fox
Pirates of		
Penance, The	(ST) TMC* (HTN)	Universal
Princess and the Cabbie		MAX TLF
Princess and the Pirate	TMC	S. Goldwyn
Pursuit of D.B. Cooper		MAX Polygram
"Q"	ST	MAX
Race for the Yankee Zephyr	TMC (HTN)	Hendale
Raffles	ST	S. Goldwyn
Raggedy Man	ST (TMC) (HTN) (MAX)	Universal
Raiders of the Lost Ark	HBO* (ST) (TMC) HTN* (MAX)	Paramount
Rain People		Warner Bros.
Ratings Game, The	TMC	TMC
Return of Frank James	(HBO) (ST) (TMC)	MAX* 20th Century-Fox
Risky Business		MAX* Warner Bros.
Ritz, The	ST	MAX MGM/UA
Rose Marie	ST	Satori
Run, Rebecca, Run	ST	Fox/Lorber
Rutles, The	ST	Embassy
Savannah Smiles	HBO* ST (TMC) (HTN)	S. Goldwyn
Secret Life of Walter Mitty		MAX*
Sex Games of the Very Rich	ST*	John Turrell
Silent Movie	TMC	20th Century-Fox
Silkwood	HBO* ST TMC	MAX ABC Video
Sinbad and the Eye of the Tiger	TMC*	Columbia
Soldier, The	TMC*	Embassy
Somewhere in Time	(ST) TMC HTN* (MAX)	Universal
Song of Bernadette	(HTN) TMC	MAX 20th Century-Fox
Southern Pacific	(TMC)	MAX* S. Goldwyn
Spring Break		Columbia
State Fair	(HTN) MAX*	20th Century-Fox
Staying Alive	(ST) TMC*	Paramount
Sting II	HTN*	Universal
Straight Time	TMC	MAX Warner Bros.
Superman III	(HBO) (ST) (TMC) (HTN)	MAX Warner Bros.
Survivors, The	(HBO) (ST) (TMC)	MAX Columbia
Tender Mercies	HBO (ST) (HTN)	(MAX) AFD/EMI
10 to Midnight	HBO (ST)	(MAX) Viacom
Teresa	ST	MGM/UA
That Championship Season	ST	MAX Viacom
There's No Business Like Show Business		
They Call Me Bruce?	(HBO) (TMC) (HTN)	MAX 20th Century-Fox
Those Lips, Those Eyes		MAX Film Ventures

Film	Pay Networks	Distributor
Threshold	HBO	20th Century-Fox
To Begin Again		(TMC) HTN*
To Be or Not To Be	HBO*	ST TMC HTN
Tom Sawyer		TMC*
To Race the Wind		
Trading Places	ST (TMC)	Viacom
Treasure Island	ST	Paramount
Trial	ST	ST
Twilight Zone		
The Movie	(ST) (HTN)	MAX Warner Bros.
Two of a Kind	ST TMC HTN	20th Century-Fox
Up In Smoke		TMC*
Vacation	HBO*	TMC
Valley Girl	HBO (ST)	(MAX) Warner Bros.
Visions of		(MAX) Atlantic
Christmas Past		Universal
Wargames	HBO* (ST) (TMC) (HTN)	MGM/UA
Wavelength	(HBO)	TMC*
Wilma Rudolph		
Story, The		HTN
Without a Trace	ST*	(HTN)
You Light Up My Life		HTN
Zapped!	HBO*	TMC

Cable Network Legend:

HBO - Home Box Office
ST - Showtime
TMC - The Movie Channel
HTN - Home Theater Network
MAX - Cinemax

■ Networks in parenthesis indicate carriage in July, August, September, October, November and/or December.

■ An asterisk indicates the film is a carry-over from July, August, September, October, November and/or December.

■ In total, 214 films appear on the December schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months eight films have played on all five services, 15 films have played on four of the five services, 24 films on three services and 73 on two services. Ninety-four were unduplicated.

■ The motion picture distributor with the most titles on pay TV this month is 20th Century-Fox with 28, followed by MGM/UA with 23 and Columbia with 18.

■ Trading Places, with Dan Akroyd and Eddie Murphy, Brothers Christmas Special and Elton John's Breaking Hearts Tour are featured on the program guide cover of Showtime. Two of a Kind with John Travolta and Olivia Newton John is featured on Home Theater Network's program guide cover. The Ratings Game, Silkwood, Great Moments and Mel Brooks are featured on the program guide cover of The Movie Channel. HBO and Cinemax program guide covers were not available.

Top 20 systems

Rank	Location	Operator	Basic subs
1	San Diego, CA	Cox Cable	246,799 (7/84)
2	Woodbury (Long Island), NY	Cablevision Systems	233,000 (7/84)
3	San Antonio, TX	Rogers CableSystems	190,618 (7/84)
4	Manhattan, NY	ATC	187,900 (12/83)
5	Houston, TX	Warner Amex Cable	184,500 (6/84)
6	Florida Division	ATC	179,800 (7/84)
7	East Orange, NJ	MacLean Hunter	163,527 (7/84)
8	Wayne, NJ	UA Cablesystems	130,300 (7/84)
9	Cincinnati, OH	Warner Amex	127,000 (7/84)
10	Englewood, CO	United Cable	118,245 (7/84)
11	Audubon, NJ	Independent	116,120 (7/84)
12	Tulsa, OK	United Cable	115,787 (6/84)
13	Rochester, NY	ATC	108,600 (12/83)
14	Baltimore County, MD	Comcast	107,900 (6/84)
15	Tidewater (Norfolk), VA	Cox Cable	106,262 (7/84)
16	San Juan, PR	Harris Cable	105,719 (6/84)
17	Erie County, NY	Prime Cable	104,970 (7/84)
18	Atlanta, GA	Prime Cable	103,945 (7/84)
19	San Jose, CA	Gill Industries	102,700 (7/84)
20	Austin, TX	ATC	98,900 (12/83)

Source: Subscriber counts are provided by MSOs and individual systems to International Thomson Communications Inc.

Top 20 MSOs

Rank	Multiple system operator	Basic subs
*1	Tele-Communications	3,300,000 (10/84)
2	American Television and Communications	2,400,000 (5/84)
3	Group W Cable	2,007,000 (7/84)
4	Cox Cable Communications	1,515,423 (7/84)
5	Storer Cable Communications	1,440,000 (6/84)
6	Warner Amex Cable Communications	1,346,000 (10/84)
7	Times Mirror Cable Television	981,304 (6/84)
8	Continental Cablevision	896,000 (7/84)
9	Newhouse Broadcasting	843,649 (5/84)
10	Viacom Cablevision	758,000 (6/84)
11	United Cable Television	679,000 (7/84)
12	Sammons Communications	594,000 (5/84)
13	Rogers CableSystems	564,497 (7/84)
14	Cablevision Systems Development	532,000 (7/84)
15	Comcast Cable Communications	463,000 (7/84)
16	Telecable Corp	411,606 (6/84)
17	Heritage Communications	407,195 (7/84)
18	Jones Intercable	395,565 (7/84)
19	Capital Cities Cable	357,435 (7/84)
20	UA Cablesystems	346,000 (7/84)

Source: Subscriber counts are provided by MSOs to International Thomson Communications Inc.
*Figure does not include Tele-Media acquisition; last reported basic subscriber count for Tele-Media was 277,450 (12/83).